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DEPARTMENT OF TRANSPORTATION STATE OF HAWAII

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Seatbelt Usage Marketing Plan

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July 2004

Department of Transportation Public Safety Marketing Seatbelt Usage Marketing Plan

Objective:

The objective of this plan is to provide an outline for recommended marketing activities that should be undertaken to reduce traffic fatalities that could have been avoided by wearing a seatbelt.

Seat Belt Research Conclusions:

- Seat belt usage in Hawaii is one of the highest in the Nation. In May 2004 seat belt usage was measured at 95% during the *Click It or Ticket* campaign. This is up from 92% in May 2003.
 - Given there are approximately 820,000 licensed resident drivers in the State, this means that 41,000 (5%) are probably not wearing their seatbelt.
- People believe they should wear their seatbelt, but do not always do so.
 - 95% of people believe they should always wear a seatbelt.
 - 90% of Drivers say they always wear their seatbelts.
- Young people are the least likely to say they always wear seatbelts.
 - 80% of young people ages 18 to 25 in the research say they wear their seatbelt all the time, this compares with 90% or more for all other age group.
- Newest drivers are more likely to wear their seatbelts initially; the behavior needs to be reinforced.
- People are less likely to wear their seatbelts while driving on short trips through the neighborhood.
 - 16% are less likely to wear their seatbelts during short trip through their neighborhood.
- *Click It or Ticket* campaigns have been successful, however only 75% of people have heard the phrase.
 - 80% of young people know about *Click It or Ticket*. This is the same level as those that say they always wear their seatbelt; the challenge is to reach the remaining 20%.
- The possibility of receiving a ticket is a good incentive for people to wear seatbelts.

- 79% of people who wear their seatbelts less often say the possibility of receive a ticket influences their driving habits.
- When asked what if anything could be done to convince them to always wear a seatbelt, of those that said yes, 24% said to prevent a ticket.

Recommendations

Given the success of *Click It or Ticket*, SMS recommends the program be continued and expanded to more directly target **young people ages 16 to 25**. This is the group least likely to always wear a seatbelt and 20% claim to be unfamiliar with *Click It or Ticket*. Like the rest of the population, young people will be more likely to wear their seatbelt if they fear receiving a ticket for not wearing their seatbelt.

If the enforcement phase of *Click It or Ticket* was visible in neighborhoods in addition to major thoroughfares and intersections, drivers may be more aware that it is important to wear seatbelts while driving even short trips through their neighborhood.

The positive momentum of increasing seatbelt usage is due to *Click It or Ticket*, and this momentum should be maintained by reaching into the smaller groups that are not yet receiving the message.

To encourage everyone in the car to wear a seatbelt will require passage of a Universal Seatbelt Law. In other States where this law has been passed, seatbelt usage has increased, however some of these State are currently in the process of reviewing this law. SMS recommends delaying consideration of the Universal Seatbelt law until other States have completed their reviews.

SMS believes that by following the steps below almost 16,400 more drivers will be wearing seat belts.

Goal

- To increase the measured seatbelt usage during a *Click It or Ticket* campaign from 95% to 97%.

Recommended Actions:

- In buying media time for the next *Click It or Ticket* campaign include more media targeting young people such as selected radio stations, previews before the movies and via the web.
- Develop *Click It or Ticket* advertising that breaks through the clutter in the above media and is heard by young people.

- During *Click It or Ticket* campaigns have police enforcing seatbelt usage during those times and areas young people are more likely to be on the road such as late at night or early in the morning.
- Also during *Click It or Ticket* campaigns have police visible in residential neighborhoods, around retail businesses where people may be running errands and less likely to be wearing their seatbelts during these types of short trips.

Summary of Recommended Actions

	Year One	Year Two
Young Drivers 164,848 total 32,969 wear their seatbelts less than all the time	<ul style="list-style-type: none">•Develop advertising that adds to the current campaign to communicate <i>Click it or Ticket</i> effectively to this group, ensure effectiveness by testing with the target market•Deliver the message by media that will reach this target market during the campaign period.•Link to websites popular with young people•Have police ticketing for seatbelt behavior during times when young people are on the road – late at night, early morning•Have police ticketing for seatbelt behavior periodically in residential neighborhoods	<ul style="list-style-type: none">•If awareness among this group increased in year one, repeat communications & again in year two•If awareness did not increase review creative & media plan to determine which aspect did not work•Repeat policing efforts